

MAIL ORDERS

are sent by the million from all over our country from all the rural communities and small towns to large concerns in Chicago, New York and elsewhere. You doubtless know that this is a fact. But why is it a fact? Did you ever stop and consider the reason so many valuable orders go so far away and why one Chicago Mail Order House sold last year over \$180,000,000.00 in merchandise?

How many go out of your town, your county, your own home? Now take your own case. Why did you send your order away?

We believe we know at least some of the reasons our people have had in doing so. In fairness to all concerned we here give a few:

1st. Your family store, the one with whom you do most of your trading, did not carry in stock the articles you ordered.

2nd. If your family store had any of the articles similar to the ones you ordered they were in the back corners, or under the counter or so dirty they didn't look good and there was no one in your family store who could tell you anything about its uses, its possibilities or its value. It was just a case of, "Here I am take me or let me lay another year."

3rd. Your family store buys most of its merchandise in very limited quantities and from other small dealers or jobbers. Must pay a little more for some of their merchandise and therefore must ask a little bigger price.

4th. When you are sitting around the fire during the winter evenings planning on your work and decide you need so and so and you are not sure you can get it at your family store, but you can read the big catalog and see it pictured and beautifully described so you just write a check and mail it in.

5th. Your family store has never helped you plan for your work. They have never used their think tank for your welfare. Left it entirely with you, no interest at all from their viewpoint. So your real obligation to your family store is not very strong any way.

6th. Psychology tells us that from the power of suggestion comes a great deal of action. Thus while you are turning through your catalog you see several articles you would like to have and so strongly you are impressed by some of them that you include them in your next order, or else put in to fill out your next order as you will want them later anyway so you let them all come along together. Getting all your needs from the same store and not having to go to half a dozen places hunting them.

Now tell the truth. Aren't those some of the big reasons why you sent your orders off? And here is about what you hear from your family storekeeper the next time you see him. Now look here Jones why didn't you buy those things from me? Who pays the taxes around here and who helps keep up the roads and schools and who pays the Church expenses. You know it is me and you. Those fellows off yonder don't help us out. Why don't you keep your money in your own town, county or community?

Now friends, we are not going to say whether our family store argument is good or no. We have often heard it used. We think to a limited degree some of it is logical but not in most cases under the existing circumstances. Be that as it may the fact remains that until you satisfy the six reasons given above it will always exist. Church or no Church. Roads or no roads. Taxes or no taxes.

Better get down to brass tacks and after the remedy is found be game enough to back it up.

NOW HERE IS WHERE WE COME IN

We claim that Jones really had rather buy the merchandise where he can see it and examine it and that one of the greatest needs of our country today is a real Department Store in our rural communities or small towns. True there is not room for one in every county or every small town, but there is a real big demand for a real store at least one in each county.

Our solution for the above six troubles is as follows:

1st. Carry the articles that Jones wants and needs. No matter how many. The more the better. Have you been through our stores to see the many, many wonderful offerings?

2nd. Carry a real assortment of merchandise. Jones buys just as good merchandise as any body and his dollars has just as many cents in them. Train your employees to know their merchandise and be able to stand up and intelligently display and explain their uses and merits. Money doesn't buy a better assortment or class of merchandise than is shown in our stores. Quality in every line fit for a King and our employees must study their merchandise and must be able to stand the acid test. Have you tried them?

3rd. By carrying the merchandise and having the proper kind of intelligent employees and displaying it as it should be sold will increase so much that you will be enabled to buy in real quantities from the manufacturers themselves and sell Jones his wants at a reasonable price and let him "Save the Difference". We have been a cash buyers for years and increasing every month. Our 1918 retail sales of over \$250,000 enables us to save our friends many good dollars. 1919 will increase our usefulness and certainly our opportunities.

4th. Advertise your wares. Tell your people about your business. The cost of so doing is not added to the price no, no it sells 'em so fast that it reduces the price. Do you get WELCH'S STORE NEWS? We publish an eight page paper, as good as any if we do put it out. We will leave it to you. It's worth any man's \$10.00 bill for a year's subscription. It don't cost you a cent, only the asking. Send your name today, and the good things will pour in through our columns.

5th. Get the cobwebs out of the old brain. For years we have neither spared time, money nor effort in pleasing our customers. We study their needs and their wishes. We plan with them and assist them in every turn. The needs of our territory is our calling. We are serving daily our friends and neighbors for 25 miles around Berea and Madison County.

6th. "Keep thy shop and thy shop will keep thee". Our business has grown rapidly and the war times have made it impossible to occupy more commodious quarters but we have nearly 50000 square feet of floor space and although we are in old buildings we invite you to take a pleasure trip through them. Look them over and see our sanitation as well as our display of quality merchandise. An assortment worthy of a city many times its size. Take a glimpse of our windows. Are they suggestive? Can Jones get all his wants at one place?

We realize that the mail order people give better service than the average family store. They really get business on their merits and business should go, and in those cases does go, where real service exists. If we can't beat their service and duplicate their prices with better merchandise we don't expect your business.

Friends, we are not appealing to Jones to help pay our taxes, build roads etc., unless we MERIT his consideration. We expect it under no other terms and to be perfectly frank we are after Jones and don't you forget it. Our Chicago and other mail order friends are going to earn all the business they get out of this part of Kentucky during 1919. Here is where friendship ceased with them. All bets are off and it is free for all.

Are you going to help lick 'em.

Visit us. Give us the once over and see what happens.

"AS WE LIVE WE MUST GROW".

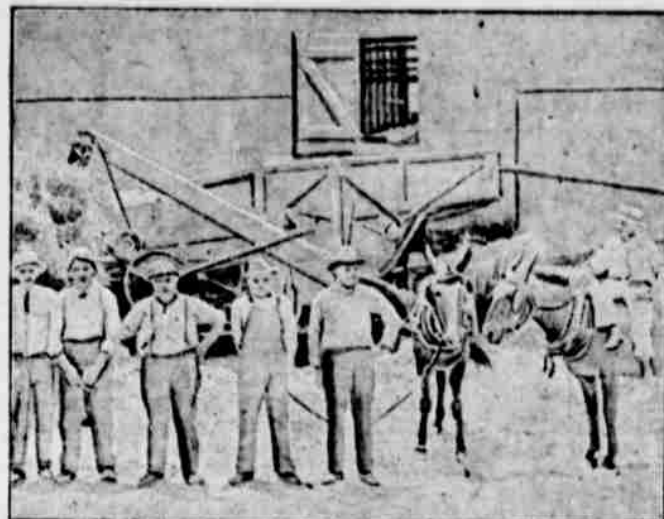
WELCH'S

Department Store

"Madison's Greatest Store."

BEREA, - - KENTUCKY

CITY PEOPLE AND FARMERS NOW WORKING TOGETHER FOR GOOD OF ALL CONCERNED



Group of Business Men From Lexington, Ky., Who Helped Thrash Wheat.

(Prepared by the United States Department of Agriculture.)

One of the greatest achievements of the farm-labor activities conducted by the United States department of agriculture during the past year in farming sections all over the country where labor was needed was the establishment of cordial co-operation and sympathetic understanding between farmers and local business men, department specialists state.

City Folks Help Harvest.

As a result of this co-operation crops have been harvested by aid of the business men from cities and towns in hundreds of localities where large losses would undoubtedly have resulted from lack of labor. About 25,000 town and city dwellers helped harvest in Kansas, 15,000 in Nebraska, 20,000 in Oregon, 10,000 in Missouri, 12,000 in Indiana, 25,000 in Illinois, and proportionate numbers in practically all other states. The farmer has thus learned that local town and city folks can assist greatly in this emergency work, and has come to look with favor

upon their co-operation. The effect has been to bring farmer and town resident into more cordial relations.

Provide Harvest Labor.

The results achieved along this line are especially helpful toward providing the harvest labor needed in a constantly enlarging agricultural program. Too much emphasis, it is believed, cannot be placed upon the phase of the labor that has to do with bringing into close co-operation and alignment all the forces which have more or less to do with the labor problem and framing a program that will eliminate as far as possible the loss due to having an over-supply of labor at certain places and shortages at others, and that will make possible the use of all the local labor to the fullest extent and thus save transportation of workers from distant areas and necessary loss of time occasioned in such travel.

The success in dealing with the farm labor situation during the past year is thought to justify confidence in meeting any situation that may develop in 1919.

DO YOU KNOW—

That it costs about as much to raise a 500-pound scrub as it does to raise a 1,000-pound well-bred steer?

That there is nothing better than alfalfa hay for balancing a ration?

That a dairy cow requires an ounce of salt a day?

That some form of protein (skim milk, buttermilk, kankage, or meat scrap) is needed to keep up winter egg production?

That a high tight board fence on the north and west-side of the barnyard saves feed and makes a comfortable sunning place for stock in winter?

SOY BEANS QUITE VALUABLE

May Be Combined Advantageously in Many Systems of Crop Rotations—Seed Is Valuable.

(Prepared by the United States Department of Agriculture.)

The soy bean may be combined advantageously in many systems of crop rotations. It is especially adapted to short rotations, taking either an entire season or a part of a season following some grain crop. The cash value of the seed is sufficient to encourage growing the beans as one of the main crops. When the whole season is thus devoted to soy beans, they may take any place in a rotation system where corn can be used. In the southern states the crop is adapted to practically the same place in rotations as cowpeas.

The small grains may follow soy beans, and the soil requires but little preparation after a crop of soy beans. In North Carolina and Tennessee a soy bean crop is often grown between two wheat crops or between two oat crops. A rotation of corn, soy beans, wheat, and clover is practiced quite generally in many sections north of the Ohio river. In some sections the soy bean is substituted for oats in such four-year rotations as corn, oats, wheat, and clover or potatoes, oats, wheat, and clover. The soy bean can also be used as a catch crop where new seedlings or grass and clover have failed and on wheat or oat stubble fields where clover or grass has not been sown or has not succeeded. As a crop after early potatoes or canary peas and as an orchard cover crop, the soy bean is highly recommended, as it will produce a large quantity of fall pasture or material for plowing under on soils in need of organic matter.

FACTORS OF SOIL FERTILITY

Plant Feeding Is Not Simple Problem of Supplying Manure and Commercial Fertilizers.

The expression, "soil fertility" is used to include the factors which make a soil productive. Plant feeding is not a simple problem of supplying manure and commercial fertilizers. An abundance of available plantfood is an essential factor of soil fertility, but there are other important factors.

FARMERS AND BUSINESS MEN

Young Man of Present Day Learns by Study and Practice of Modern Business Methods.

(Prepared by the United States Department of Agriculture.)

Farming is being adapted more and more to a business basis, and farmers are being recognized by the business men of the cities as having real business standing. The expression, "Farmers and business men," has become "Farmers and other business men." Once the young man learned the farming trade by working mostly with his father and brothers; now he learns farming in that way and also in school and college, and by the study and practice of modern business methods, so that he becomes a different type of farmer from the countryman of one or two generations ago.

The demand of the present farmer has brought about a new method of dealing with him and supplying him with any available information he may desire. It is recognized that it is not good practice to load farmers with advice—to tell them what to do and when to do it—and this changed attitude brings more satisfactory relations to all concerned. It has resulted in freer consultation and the arrival at safer conclusions and more correct practices than could possibly come from working separately.

TEMPERATURE OF THE WATER

At Depth of 40 to 60 Feet It Is About 50 Degrees—Uniform Throughout the Year.

(Prepared by the United States Department of Agriculture.)

The temperature of ground water varies with latitude, season, depth and geological conditions. Ordinarily at a depth of forty to sixty feet it is about 50 degrees, and is nearly uniform throughout the year. At lesser depth seasonal and atmospheric changes are likely to affect it. Hence if there is much fluctuation in the temperature, or if the water is made turbid by rain, a supply of shallow origin is indicated. Deep ground waters are generally progressively warmer the deeper obtained, the increase running about one degree for each fifty to sixty feet increase in depth.

WOOD ASHES AS FERTILIZER

Expert Figures That Ton Is Worth \$54—Crops Need Every Pound of Potash Obtainable.

Save the wood ashes. At present prices of potash an expert figures that the potash in 100 pounds of hardwood ashes is worth \$2.50, and in addition there are in the same ashes 20 cents' worth of phosphoric acid. This would make a ton of dry, hardwood ashes worth \$54. At the same rate pine ashes are worth \$39 a ton, and should be carefully saved. Give the ashes that come from the stoves and furnaces the same protection and use them on the land just as intelligently as would be given the high-priced commercial fertilizer. The crops will need every pound of potash that can be obtained from ashes and every other available source before the European mines are again operated for export.

CARDS.

M. S.
HATFIELD
DENTIST
Office over The Garrard Bank
Phones—Office 5. Residence 376.
LANCASTER, — KENTUCKY.

Dr. Wm. D. Pryor,
Veterinary Surgeon
and Dentist.
Office at Rainey's Livery Stable.
Lancaster, — Kentucky

J. A. Beazley
FUNERAL DIRECTOR
Office Over National Bank.
Residence Phone 3. Office Phone 27
LANCASTER, KY.

H. J. PATRICK,
Dentist.

Paint Lick, — Kentucky

Dr. Printus Walker
VETERINARIAN.
Calls Answered Promptly Day or
Night. Phone 317.
LANCASTER, — KENTUCKY.

Honaker
Fine Cut Flowers.
John M. McRoberts,
J. B. DINWIDDIE,
Auctioneer.
STANFORD, — KENTUCKY.
GIVE ME A TRIAL.
Satisfaction Guaranteed.

W. A. WHEELER
DENTIST
LANCASTER, — KENTUCKY.
— Office over Storms Drug Store.
Hours 8-12 p.m. 1-4 p.m. 7:30-9 p.m.

JOHN WHITE & CO.
LOUISVILLE, KY.
Liberal assortment
and full value paid
for FURS
Hides and
Best Skins

BOOKKEEPING
Business, Phonography
TYPEWRITING and
TELEGRAPHY
WILSON R. SMITH BUSINESS COLLEGE
For and before, business, phonography, typewriting, telegraphy, shorthand, penmanship, bookkeeping, and all other business subjects. Also a course in stenography. Rooms here and outside for students. 200 East Main Street, Lexington, Ky.

POSTED
The undersigned hereby give warning to all persons not to trespass upon our lands for any purpose whatever as we will prosecute all offenders to the fullest extent of the law. Hunters and fishermen especially take notice.
Mrs. Cora Phillips, R. L. Elkin,
Mrs. Emma Daniels,
R. L. Arnold,
Mrs. Sarah J. P. Hackley,
Mrs. Emma Higginbotham,
Edd and N. B. Price,
S. C. Riggsby,
D. M. Anderson,
R. L. Barker

Poor Buddy!
Carroll had two pet rabbits of which he was fond, so when one of them was killed by a neighbor's dog he felt bad indeed. Not long after this the other bunny acted droopy and sick. When Carroll noticed that the rabbit was not as usual, he went to his mother and said, "I think the bunny has siddled itself sick."

12 Gals.
Poultry Tonic
You can make 12 gallons of this best poultry tonic known with a few bottles of **50 Cents** **Haselden Brothers**.
Cures and prevents gray, fluffed-out, cloddy, and other diseases. At drug-gists or by mail postpaid. Poultry tonic from Haselden Brothers Co., Lexington, Ky.